

County: Warren County, Simpson County et al.

Demographic Summary	2008	2013
Population	276,417	292,435
Total Number of Adults	212,852	225,681
Households	110,581	117,915
Median Household Income	\$40,707	\$46,737

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	107,875	50.7%	101
Bought any women's apparel in last 12 months	93,982	44.2%	99
Bought apparel for child <13 in last 6 months	58,336	27.4%	103
Bought any shoes in last 12 months	106,923	50.2%	98
Bought costume jewelry in last 12 months	41,809	19.6%	95
Bought any fine jewelry in last 12 months	45,904	21.6%	94
Bought a watch in last 12 months	51,881	24.4%	106
Automobiles (Households)			
HH owns/leases any vehicle	99,016	89.5%	102
HH bought new vehicle in last 12 months	9,209	8.3%	77
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	190,189	89.4%	103
Bought/changed motor oil	128,919	60.6%	119
Had tune-up	60,706	28.5%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	115,819	54.4%	88
Drank regular cola in last 6 months	122,136	57.4%	108
Drank beer/ale in last 6 months	80,650	37.9%	89
Cameras & Film (Adults)			
Bought any camera in last 12 months	38,446	18.1%	101
Bought film in last 12 months	58,070	27.3%	100
Bought digital camera in last 12 months	13,895	6.5%	84
Bought memory card for camera in last 12 months	12,701	6.0%	87
Computers (Households)			
HH owns a personal computer	68,489	61.9%	89
HH spent <\$500 on home PC	10,540	9.5%	104
HH spent \$500-\$999 on home PC	17,982	16.3%	95
HH spent \$1000-\$1499 on home PC	13,546	12.2%	84
HH spent \$1500-\$1999 on home PC	7,215	6.5%	76
Spent \$2000+ on home PC	6,285	5.7%	71
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	127,074	59.7%	101
Bought cigarettes at convenience store in last 30 days	36,978	17.4%	126
Bought gas at convenience store in last 30 days	84,319	39.6%	123
Spent at convenience store in last 30 days: <\$20	18,169	8.5%	85
Spent at convenience store in last 30 days: \$20-39	20,016	9.4%	90
Spent at convenience store in last 30 days: \$40+	80,077	37.6%	117

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.

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Entertainment (Adults)			
Attended movies in last 6 months	100,728	47.3%	83
Went to live theater in last 6 months	20,090	9.4%	74
Went to a bar/night club in last 12 months	35,115	16.5%	90
Dined out in last 12 months	94,718	44.5%	92
Gambled at a casino in last 12 months	27,917	13.1%	79
Visited a theme park in last 12 months	39,191	18.4%	84
Rented 1 DVD in last 30 days	5,789	2.7%	87
Purchased 1 DVD in last 30 days	11,853	5.6%	104
Spent on toys/games in last 12 months: <\$50	13,591	6.4%	111
Spent on toys/games in last 12 months: \$50-\$99	5,886	2.8%	97
Spent on toys/games in last 12 months: \$100-\$199	13,412	6.3%	96
Spent on toys/games in last 12 months: \$200-\$499	19,942	9.4%	101
Spent on toys/games in last 12 months: \$500+	9,774	4.6%	86
Financial (Adults)			
Have home mortgage (1st)	28,314	13.3%	83
Used ATM/cash machine in last 12 months	87,578	41.1%	86
Own any stock	13,263	6.2%	70
Own shares in mutual fund (stock)	14,907	7.0%	76
Own shares in mutual fund (bonds)	8,712	4.1%	75
Own any credit/debit card (in own name)	138,499	65.1%	92
Used full service brokerage firm in last 12 months	9,082	4.3%	71
Have 401K retirement savings	26,556	12.5%	81
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	151,966	71.4%	104
Used bread in last 6 months	207,407	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	158,133	74.3%	101
Used fish/seafood (fresh or frozen) in last 6 months	101,345	47.6%	97
Used fresh fruit/vegetables in last 6 months	181,494	85.3%	100
Used fresh milk in last 6 months	194,141	91.2%	101
Health (Adults)			
Exercise at home 2+ times per week	52,928	24.9%	86
Exercise at club 2+ times per week	15,119	7.1%	64
Visited a doctor in last 12 months	164,187	77.1%	99
Home (Households)			
Any home improvement in last 12 months	35,523	32.1%	101
Used housekeeper/maid/professional cleaning service in last 12 months	13,093	11.8%	75
Purchased any HH furnishing in last 12 months	29,734	26.9%	92
Purchased bedding/bath goods in last 12 months	55,744	50.4%	96
Purchased cooking/serving product in last 12 months	26,848	24.3%	93
Bought any kitchen appliance in last 12 months	20,643	18.7%	104
Insurance (Adults)			
Currently carry any life insurance	105,948	49.8%	101
Have medical/hospital/accident insurance	140,877	66.2%	97
Carry homeowner insurance	115,549	54.3%	103
Carry renter insurance	9,933	4.7%	81

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Pets (Households)			
HH owns any pet	50,174	45.4%	108
HH owns any cat	26,190	23.7%	109
HH owns any dog	38,881	35.2%	114
Reading Materials (Adults)			
Bought book in last 12 months	92,327	43.4%	90
Read any daily newspaper	90,980	42.7%	95
Heavy magazine reader	39,088	18.4%	92
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	55,063	25.9%	97
Went to family restaurant/steak house last mo: 2-4 times	54,534	25.6%	97
Went to family restaurant/steak house last mo: 5+ times	38,519	18.1%	95
Went to fast food/drive-in restaurant in last 6 mo	191,036	89.8%	101
Fast food/drive-in last 6 mo: eat in	81,426	38.3%	103
Fast food/drive-in last 6 mo: home delivery	19,055	9.0%	82
Fast food/drive-in last 6 mo: take-out/drive-thru	112,925	53.1%	102
Fast food/drive-in last 6 mo: take-out/walk-in	45,929	21.6%	89
Telephones & Service (Households)			
HH owns in-home cordless telephone	70,274	63.5%	100
HH owns cellular phone	78,501	71.0%	91
HH average monthly long distance phone bill: <\$16	31,894	28.8%	102
HH average monthly long distance phone bill: \$16-25	12,175	11.0%	90
HH average monthly long distance phone bill: \$26-59	11,492	10.4%	102
HH average monthly long distance phone bill: \$60+	5,232	4.7%	102
HH average monthly cell/digital phone bill: <\$25	8,176	7.4%	106
HH average monthly cell/digital phone bill: \$25-\$49	19,507	17.6%	90
HH average monthly cell/digital phone bill: \$50-\$74	18,287	16.5%	89
HH average monthly cell/digital phone bill: \$75-\$99	9,559	8.6%	86
HH average monthly cell/digital phone bill: \$100+	8,697	7.9%	80
Television & Sound Equipment (Households)			
HH owns 1 TV	26,137	23.6%	116
HH owns 2 TVs	29,015	26.2%	100
HH owns 3 TVs	23,273	21.0%	97
HH owns 4+ TVs	20,091	18.2%	87
HH subscribes to cable TV	48,658	44.0%	75
Purchased audio equipment in last 12 months	7,306	6.6%	83
Purchased CD player in last 12 months	6,909	6.2%	98
Purchased MP3 player in last 12 months	5,088	4.6%	61

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Travel (Adults)			
Domestic travel in last 12 months	98,857	46.4%	88
Took 3+ domestic trips by plane in last 12 months	9,335	4.4%	55
Spent on domestic vacations last 12 mo: <\$1000	27,199	12.8%	98
Spent on domestic vacations last 12 mo: \$1000-\$1499	12,725	6.0%	84
Spent on domestic vacations last 12 mo: \$1500-\$1999	6,327	3.0%	75
Spent on domestic vacations last 12 mo: \$2000-\$2999	6,724	3.2%	78
Spent on domestic vacations last 12 mo: \$3000+	6,294	3.0%	64
Foreign travel in last 3 years	32,055	15.1%	61
Took 3+ foreign trips by plane in last 3 years	4,289	2.0%	46
Spent on foreign vacations last 12 mo: <\$1000	7,321	3.4%	67
Spent on foreign vacations last 12 mo: \$1000-\$2999	5,296	2.5%	61
Spent on foreign vacations: \$3000+	5,573	2.6%	57